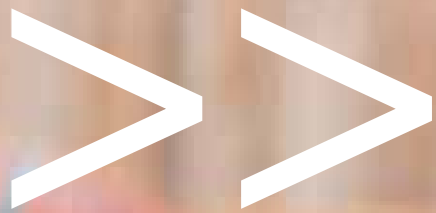


[illegible]



# 2007-2008 Annual Review

# Table of Contents

2:	Pacific Gateway Workforce Investment Board Members and Administrative Entity
3:	Letter from Board Chair and Executive Director
4-5:	COMMUNITY CONNECT Pacific Gateway Workforce Investment Network
6-7:	INDUSTRY CONNECT Goods Movement/Transportation/Logistics
8-9:	INDUSTRY CONNECT Healthcare
10-11:	INDUSTRY CONNECT Construction and Environmental Remediation
12-13:	INDUSTRY CONNECT Utilities and Energy
14-15:	BUSINESS CONNECT Resources
16-17:	WORKFORCE CONNECT Youth
18-19:	WORKFORCE CONNECT Adults
20:	LITERACY CONNECT Families

## PACIFIC GATEWAY WORKFORCE INVESTMENT BOARD MEMBERS

SANDY KING, CHAIR  
MILLER CHILDREN'S HOSPITAL

MICHAEL BUCHS, VICE-CHAIR  
ALLEGRA PRINT & IMAGING

LISA ADAMS  
MACY'S, INC.

MICHELLE ALLEN  
LONG BEACH JOB CORPS CENTER

DR. KIM ARMSTRONG  
BOEING

KEVIN AUSTIN  
UNION BANK OF CALIFORNIA

TOM BENSON  
SOUTHWEST REGIONAL COUNCIL  
OF CARPENTERS

YOLANDA DOVE  
STATE DEPARTMENT  
OF REHABILITATION

JAMES DRAKE  
UAW LOCAL 148

JOEL FIERBERG  
SNUGTOP

VICTORIA FULLERTON  
PARTNERS IN HEALTH

FRAN FULTON  
CITY OF TORRANCE

LILLIAN KIRIMLIDIS  
STATE EMPLOYMENT DEVELOPMENT  
DEPARTMENT

ROSA LARA  
STATE DEPARTMENT  
OF REHABILITATION

SHAUN LUMACHI  
CHAMBER ADVOCACY

JANET MCCARTHY  
GOODWILL

FRANK MORA  
COUNTY DEPARTMENT OF  
PUBLIC SOCIAL SERVICES

STEVEN NEAL  
AFL - CIO / UNITED WAY

STEVE PECK  
U.S. VETERANS INITIATIVE, INC.

ROSI PEDERSEN  
MOLINA HEALTHCARE

DAN ROSENFELD  
LONG BEACH TRANSIT

MATT SALDANA  
LONG BEACH UNIFIED SCHOOL DISTRICT

JOHN SANGMEISTER  
GLADSTONE'S LONG BEACH

BRENDA SAPP-PRADIA  
COUNTY AGENCY ON AGING

GAIL SCHWANDNER  
LONG BEACH CITY COLLEGE

DR. CAROLYN SHADLE  
CALIFORNIA STATE UNIVERSITY  
LONG BEACH/UNIVERSITY COLLEGE  
AND EXTENSION SERVICES

VIVIAN SHIMOYAMA  
BREAKTHRU UNLIMITED

DARICK SIMPSON  
LONG BEACH COMMUNITY  
ACTION PARTNERSHIP

ROBERT SWAYZE  
BUSINESS DEVELOPMENT CENTER

DENNIS THYS  
CITY OF LONG BEACH

RICHARD WILKE  
APPLEONE

## LONG BEACH MAYOR & CITY COUNCIL MEMBERS CHIEF ELECTED OFFICIAL AND ADMINISTRATIVE ENTITY

BOB FOSTER  
MAYOR

BONNIE LOWENTHAL  
VICE MAYOR AND 1ST DISTRICT

SUJA LOWENTHAL  
2ND DISTRICT

GARY DELONG  
3RD DISTRICT

PATRICK O'DONNELL  
4TH DISTRICT

GERRIE SCHIPSKE  
5TH DISTRICT

DEE ANDREWS  
6TH DISTRICT

TONIA REYES-URANGA  
7TH DISTRICT

RAE GABELICH  
8TH DISTRICT

VAL LERCH  
9TH DISTRICT

## LONG BEACH CITY MANAGEMENT

PATRICK WEST  
CITY MANAGER

SUZANNE FRICK  
ASSISTANT CITY MANAGER

REGINALD HARRISON  
DEPUTY CITY MANAGER

DENNIS THYS  
DIRECTOR, COMMUNITY DEVELOPMENT  
DEPARTMENT

BRYAN ROGERS  
BOARD EXECUTIVE DIRECTOR

LOCAL WORKFORCE INVESTMENT AREA  
CITY OF LOMITA, MAYOR AND CITY COUNCIL  
CITY OF LONG BEACH, MAYOR AND CITY COUNCIL  
CITY OF SIGNAL HILL, MAYOR AND CITY COUNCIL  
CITY OF TORRANCE, MAYOR AND CITY COUNCIL

*July 1, 2007 – June 30, 2008.*

# Dear Friends, Partners and Colleagues:

SANDY KING



We are pleased to share with you our first Annual Report as the newly expanded Pacific Gateway Workforce Investment Network. In the pages that follow, we present highlights of strategies that are helping to make the connections that drive a healthy workforce and healthy businesses.

Making the connection between area industries and our residents happens through an amazing network of partners whom we've highlighted inside. Among those are four entities critical to our growth and success: the cities of Lomita, Signal Hill, Torrance, and the City of Los Angeles and its Workforce Investment Board.

Our Pacific Gateway Workforce Investment Board is leading the way to ensure that industry solutions, employment transitions, and workplace trainings bolster the success of the economic engines in our larger, regional planning and service area. In our efforts to attract, retain and promote the growth of business throughout our cities, we stand behind a number of programs that are helping to build a stronger, more productive workforce – our residents.

One strong indicator of a person's future economic success is her or his ability to read. In this Report you will find highlighted the Long Beach Family Literacy – LiteracyWorks Program. Pairing parents and their pre-school age children together, LiteracyWorks addresses basic reading, writing, and math skills. It's working! We hope that you'll take a closer look at this terrific program, and how you or your business can help to sustain these efforts.

*Sincerely,*

A stylized, pixelated representation of a handwritten signature in black ink.

SANDY KING, CHAIR

PACIFIC GATEWAY WORKFORCE INVESTMENT BOARD

A stylized, pixelated representation of a handwritten signature in black ink.

BRYAN ROGERS, EXECUTIVE DIRECTOR

PACIFIC GATEWAY WORKFORCE INVESTMENT NETWORK

BRYAN ROGERS



# Community Connect: Pacific Gateway Workforce Investment Network



At its most successful, workforce development is much more than connecting people to jobs. It's about connecting individuals to resources that enable them to become economically stable. It's about connecting businesses to the labor force they need to compete in the twenty-first century. It's about connecting the industries that drive our economies to the skilled workers that keep them operating. It's about connecting communities in a united goal to improve the economic vitality of an entire region.

For the Pacific Gateway Workforce Investment Network, 2007-08 was a year of making those connections. In an exciting new partnership, the Network connected eight progressive communities under one focused, economically driven workforce development strategy. Richly diverse and vastly varied in population, business landscape and industry, our communities have much in common. Not only do we share a geographic region in the industrial heart of Southern California — and the gateway to the world — we share many of the same workforce and economic challenges.

**Together, we are striving to resolve these challenges and make a positive impact on our region and beyond.**

## Communities Served

- > In 2007-08, through partnership with the City of Los Angeles, we widened our workforce investment strategy to encompass an entire region — connecting residents to region-wide employment opportunities, while encouraging employers to recruit not only from their community, but from all the communities we serve.



PACIFIC GATEWAY WORKFORCE INVESTMENT NETWORK  
SERVICE DELIVERY AREA

>> MAKING THE RIGHT CONNECTIONS IS MAKING A DIFFERENCE.

### Connecting Industries to Skilled Labor

Home to a 339,000-member workforce, the Network's communities are also home to dynamic high-growth industries with significant labor demands. Connecting these industries to a skilled workforce remains one of the Network's pivotal strategies. This year we expanded this strategy, focusing on new high-demand industry clusters while continuing to build our existing industry initiatives.

In 2007-08, the Network strengthened and forged innovative partnerships with industry, education, labor and community leaders dedicated to building a stronger regional workforce for the twenty-first century. Together, we connected thousands of residents to targeted industry training programs, apprenticeship programs, paid internships, and jobs in high-demand careers.

Beyond training and job placement, the Network provided a comprehensive system aimed at supporting our communities' vital industries. From supplying labor market information to help industries identify and respond to workforce needs, to facilitating unique industry partnerships, the Network is working to make sure our industries have the resources they need to fuel our region's growth.



# Pacific Gateway

Workforce Investment Network

Career Centers  
that Make the Connection



ADMINISTERED IN PARTNERSHIP  
WITH THE CALIFORNIA EMPLOYMENT  
DEVELOPMENT DEPARTMENT

# Industry

## Connect: Goods Movement/Transportation/Logistics



### OUR STRATEGY:

CONNECT REGION-WIDE RESIDENTS TO THE MYRIAD OF HIGH-DEMAND EMPLOYMENT OPPORTUNITIES AT THE PORTS AND PORT-RELATED BUSINESSES, WHILE HELPING TO BUILD THE SKILLED WORKFORCE NEEDED TO KEEP THE PORTS MOVING FORWARD.

The Ports of Long Beach and Los Angeles serve as the source for tens of thousands of jobs in Southern California, and several million jobs nationwide. The Network continued to develop innovative solutions and foster creative partnerships designed to preserve the vitality of this major economic engine.

### Careers on the Move

Expanding on our commitment to train and place residents in port-related employment, the Network employed a larger regional strategy aimed at benefiting businesses, residents and youth. This year, we:

- > Intensified our coordination and plans with the Ports around workforce development strategies.
- > Conducted Goods Movement Road Shows to share information about logistics careers with 360 residents.
- > Provided industry training for 350 residents.
- > Initiated implementation of our Goods Movement Education Centers within the Network's Career Centers.
- > Launched a new user-friendly web site for job-seekers, increasing exposure to career opportunities in the areas of goods movement.
- > Celebrated our LBCC partner's online launch of 28 Virtual Job Shadows with the participation of Union Pacific Railroad, Roxy Surfwear, UPS and Toyota among others, to introduce job-seekers to Goods Movement Careers.
- > Conducted Goods Movement Recruitment for industry employers — resulting in 50 residents accepting employment.

## Industry Snapshot

### The Ports

> In the five-county Southern California region, there are more than 315,000 port-related jobs.\*

> By 2012, an estimated 170,900 jobs are expected to open in Los Angeles County's transportation industry — up 10% since 2002.

> Workers in truck transportation and warehousing represent nearly 85% of direct Port jobs.

> High-demand positions include truck drivers, operators, dispatchers, attendants, mechanics, engineers, warehouse workers, dock crews and rail transportation workers.

\*Source: Port of Long Beach, Facts At a Glance



>> SINCE 2001, THE GRADUATION RATE FOR STUDENTS ENROLLED IN THE PORT OF LOS ANGELES INTERNATIONAL TRADE ACADEMY ROSE TO 90%. THE NETWORK RECOGNIZES THIS PROGRAM AS A MODEL OF SUCCESS.

### Placing our Residents First

Partnering with the Ports of Long Beach and Los Angeles, we expanded efforts to ensure that Port-related employers were able to connect with local residents for immediate and future hiring needs. In addition to targeted, on-site recruitments for companies such as CRST Trucking, FedEx, UPS, and others, the Network worked closely with the Ports to design a simple portal, [www.porttruckjobs.com](http://www.porttruckjobs.com), to connect job-seekers with employers who support logistics and transportation jobs.

Environmental and safety changes at the Ports have created the ideal opportunity to connect the Network's Career Centers and its many community and training partners to the job opportunities provided by these powerful economic engines.



### Recognizing an Important Industry Partner ITEP

Developed by the Port of Los Angeles and the International Trade Education Program (ITEP), the International Trade Academies (ITA) at Banning High School in Wilmington introduced high school students to exciting career paths in maritime trade, transportation and logistics. The Programs have seen excellent results:

- > Since 2001, the graduation rate for ITA students has soared from 35% to 90%.
- > 80% of graduating seniors have enrolled in higher education institutions.
- > ITEP has established paid internships for participating students, with an average pay of \$9.50/hour.

Last year, ITEP asked the Network to assist with the expansion and coordination of its port-related industry internship program. Leveraging our expertise in implementing specialized youth programs, we are helping equip incoming ITEP seniors with valuable work experience that opens the gate to sustainable careers, right where they live. Together, we have placed 54 interns from the four ITA academies.



Banning High School

California State University  
Long Beach

City of Los Angeles, Community  
Development Department

Harbor Occupational Center

Harbor WorkSource Center

ITEP, Inc.

Los Angeles Economic  
Development Corporation,  
CATLI Institute

Los Angeles Harbor College

Long Beach City College

Port of Long Beach

Port of Los Angeles

U.S. Vets, Inc.

# Industry Connect: Healthcare



## OUR STRATEGY:

ADDRESS THE SERIOUS  
SHORTAGE OF HEALTHCARE  
PROFESSIONALS BY  
BUILDING A SUSTAINABLE  
PIPELINE WHILE INCREASING  
ACCESS TO HIGH-DEMAND  
CAREERS FOR OUR  
COMMUNITIES' RESIDENTS.

**The severe shortage of medical staff, including RNs, impacts the health of our people as well as our economy. The Network continued to work with its partners to increase the supply of high-quality health care professionals in Long Beach and the region.**

## Building the Pipeline of RNs

Working closely with Long Beach Memorial Center and others, the Network continued to support creative strategies for enhancing the enrollment capacity, faculty resources, curriculums, support systems and student retention levels of RN training programs. This year, enrollment in Long Beach City College's nursing program increased to 124 participants. Since the program's inception, a total of 121 new nurses have been added to the career pipeline.

Partnership efforts with Long Beach City College to foster students' success in associate degree programs continued with a strong focus on monitoring, tutoring, basic skills and other support systems. The project provides access to early wrungs of the healthcare career ladder. These collective efforts are working: 94% of trainees passed the State NCLEX exams after graduation.

## High-Growth Careers for New Workforce Entrants

The Network was pleased to support Long Beach City College in a new initiative connecting 58 low-income residents to training and employment opportunities in the rapidly growing areas of medical assisting, billing and coding.

## Industry Snapshot Healthcare

- > **By 2020, the shortage of Registered Nurses (RNs) will reach 800,000 nationally.**
- > **By 2014, a projected 39,400 new health care professionals will be needed in Los Angeles County alone.\***
- > **In Los Angeles County, 50% of RNs earn more than \$31/hour.**
- > **Many hospitals offer up to \$14,000 in signing bonuses for new RN hires.**

\*Source: U.S. Department of Health and Human Services



>> IN THE LAST YEAR, ENROLLMENT IN LONG BEACH CITY COLLEGE'S NURSING PROGRAM INCREASED TO 124, EXCEEDING PROJECTED NUMBERS BY 77%.

### Good Jobs Through Goodwill

This past year, the Network provided funding for Goodwill's Certified Nursing Assistant Training Program offered to low-income, at-risk young adults. This 18-week training program prepared students for the State of California Certified Nursing Assistant exam, as well as for LVN and RN programs at Long Beach City College and California State University Long Beach which provide hands-on training in a hospital setting.

### Beyond Doctor and Nurse

The Network expanded grassroots efforts to introduce youth to the myriad of career paths in healthcare. As part of our Healthcare Industry Pipeline Project (HIPPP) initiative, more than 570 students engaged in interactive medical career presentations facilitated by local professionals—highlighting the diversity of career paths beyond doctor and nurse.



### A Prescription for Success

Launched in 2007-08, Pathway to Pharmacies represents a collaboration between the Network's Youth Opportunity Center, CVS Pharmacy, America's Promise Alliance, the Long Beach Unified School District's AIMS (Aspirations in Medical Services) Academy program, and the Regional Occupation Program (ROP).

Targeting local high school students, this intensive nine-week training program introduced youth to rewarding career opportunities in the growing pharmaceutical industry. In its inaugural year, 15 exceptional students earned a stipend while gaining training in a real-world retail pharmacy environment. Since completing the first session, several of the students have been hired by CVS.

## Partners Who Make It Happen

AIMS Academy  
at Jordan High School

America's Promise Alliance

California State University  
Long Beach

CVS Pharmacy  
Goodwill

Long Beach City College

Long Beach Memorial  
Medical Center

Long Beach Unified School  
District, School for Adults

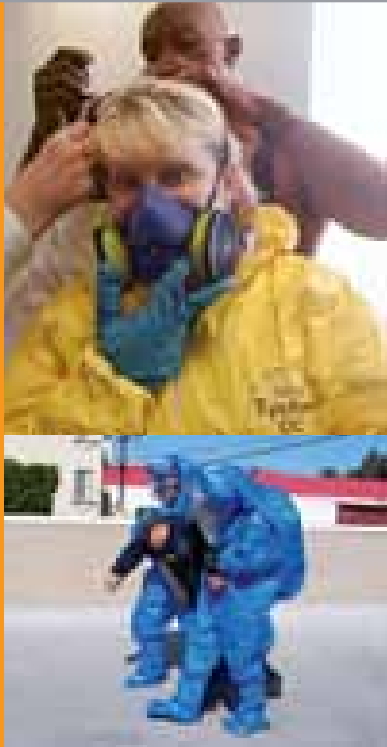
Long Beach Unified  
School District

Miller Children's Hospital

Regional Occupational Program



# Industry Connect: Construction and Environmental Remediation



## OUR STRATEGY:

SERVE AS A GATEWAY TO HIGH-DEMAND JOBS IN THE CONSTRUCTION TRADES FOR RESIDENTS THROUGHOUT THE REGION, WHILE SUPPLYING THE WORKFORCE THAT SUPPORTS OUR REGION'S INFRASTRUCTURE.

As residential construction slows, the State is working to transition workers into projects designed to improve California's infrastructure. With support from the Federal Highway Administration, Caltrans and Boeing's Douglas Park, the Network led initiatives that trained and placed local residents in high-demand infrastructure construction jobs vital to our region's economic expansion.

## Recruiting Locally

The Network fostered relationships with area businesses and developers committed to hiring local residents for their publicly-funded construction projects. Our Career Transition Center served as a conduit between workers and these employers, providing local residents first access to construction employment opportunities while quickly and cost-effectively meeting employers' staffing needs.

Through its Douglas Park development, Boeing expanded opportunities for local residents by providing significant investment in training and placement opportunities. This effort was coordinated with on-site construction crews and through the community-based Douglas Park Advisory Board.



## Exceeding our CAP

Our Center for Working Families' Construction Apprenticeship Pathways (CAP) Program continued preparing residents for high-demand construction jobs. In the last year, we saw CAP enrollment increase to 186 residents. In addition, 90 participants — including a significant percentage of young adults and women — entered apprenticeships. With support from the Network, 102 residents secured construction jobs earning an average starting salary of \$11/hour.

## Building LA's Schools

Partnering with the L.A.-based We Build Program, the Network's Harbor WorkSource Center provided funding for workbooks, tools, tuition and union initiation fees for participants enrolled in Construction Pre-Apprenticeship Training. Graduates of this 10-week, 300-hour training program are competitively positioned for placement on LAUSD's multi-billion-dollar school construction and publicly-funded renovation projects. More than 80% of the Program's first graduating class are now in construction jobs.

## Creating Environments for Success

Over the past year, the Network pioneered the expansion of career opportunities in the forward-looking field of "green jobs." Offered to low-income residents, the Environmental Remediation Training Program trained individuals in hazardous waste materials removal and environmental clean-up — equipping them to improve their career opportunities as well as our neighborhoods.

Since its launch, 94 participants have completed the program, with 60 graduates securing positions earning an average wage of \$10.50/hour. Eleven of those graduates were selected among hundreds of applicants to assist in the clean-up of the 58,000-gallon oil spill in the San Francisco Bay last winter.

>> "PROVIDING ECONOMIC OPPORTUNITIES FOR OUR YOUNG PEOPLE  
CONTINUES TO BE A PERSONAL PASSION OF MINE." — MAYOR BOB FOSTER, CITY OF LONG BEACH

### Mayor Foster, Long Beach Unified School District, and Local Firms Unite to Build our Future

*In a unique partnership of education, business and civic leaders, ACE (Architecture, Construction and Engineering) Academy at Jordan High School introduced its first class of students to career paths in architecture, construction and engineering while preparing them to enter college or join the workforce. With 60 tenth-graders enrolled in the first session, as many as 400 students are expected to enroll by the 2010-11 school year.*

*A member of the Academy's advisory board, the Network will be coordinating internship opportunities for incoming juniors, providing real-world experience and context to their academic work.*



## Industry Snapshot Construction

- > Southern California's construction sector represents the State's largest, providing approximately 325,000 jobs.
- > 25% of construction jobs pay more than \$26/hour.
- > Construction employment in Los Angeles County is expected to grow 17% over the next several years.
- > Skilled and experienced construction workers earn an average \$30.42/hour.

"... [OUR] STATE CAN  
PROSPER AND SOAR  
ECONOMICALLY ONLY IF IT  
HAS THE ROADS, BRIDGES,  
TUNNELS, TRANSIT, PORTS  
AND OTHER PROJECTS THAT  
MAKE OUR DAILY LIVES AND  
DAILY BUSINESS POSSIBLE."

— GOVERNOR  
ARNOLD SCHWARZENEGGER

Area Construction Companies,  
Developers, Architectural and  
Engineering Firms

Boeing/Douglas Park

Caltrans

Century Training

Labor Union Apprenticeship  
Programs

Long Beach City College

Long Beach Unified School District  
— ACE Academy at Jordan High School

Los Angeles Unified School District  
— Harbor Occupational Center

Playa Vista Jobs

U.S. Environmental  
Protection Agency

U.S. Federal Highway  
Administration

U.S. Vets, Inc.

Women in Non-Traditional  
Employment Roles (WINTER)

# Industry Connect: Utilities and Energy



## OUR STRATEGY:

RESPOND TO THE GROWING SHORTAGE OF UTILITIES AND REFINERY WORKERS ACROSS THE REGION, WHILE PROVIDING HIGH-GROWTH, HIGH-DEMAND EMPLOYMENT OPPORTUNITIES TO RESIDENTS IN OUR COMMUNITIES.

Overseen by youth service provider The BRIDGE, the Utilities Industry pilot training program responded to the growing demand for utilities workers caused by increasing numbers of retirees. Designed to expose older youth to the wide range of high-growth, high-demand career paths in the utilities industry, this innovative 10-week training program prepares participants for entry-level positions in the gas, water, electricity and related industries.

Program graduates are prepared for a range of positions including meter reader, construction crew worker, water truck driver, utility worker, tool crib operator, customer service representative, accounting clerk and lineman.

The pilot program resulted in training and work readiness activities for 53 young adults and other residents. While many of the trainees are just beginning their job search, more than 30 have already accepted employment in this exciting career pathway. With key support from the Western States Utility Worker Apprenticeship Trust, graduates have accepted employment with entities that include California Water Service, Southern California Edison and the Long Beach Water Department.

## Industry Snapshot Utilities and Energy

- > Industry observers predict a slow-motion catastrophe caused by the low number of utility workers qualified to monitor and manage the region's power grid and water.
- > Of the current 500,000 utility workers in the U.S., more than half will retire within the next 5 to 10 years.
- > As a result, today's utility companies are severely understaffed — with no pipeline to rebuild their workforce.
- > Entry-level utilities jobs offer starting salaries ranging between \$16.50 — \$21.50.

Source: *International Brotherhood of Electrical Workers Journal*, April 2005



>> "DUE TO ITS SUCCESS, ENERGY PATHWAYS IS QUICKLY BEING ADOPTED AS A MODEL FOR WORKFORCE DEVELOPMENT ACROSS MULTIPLE BUSINESSES AND INDUSTRIES."

— LOS ANGELES TIMES, JUNE 3, 2007

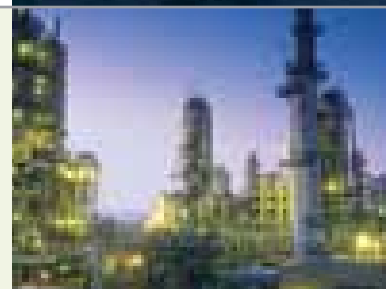
## Filling the Labor Void

Los Angeles-area refineries represent an area of significant labor demand, as well as employment opportunity for at-risk youth. As increasing numbers of petrochemical workers retire, they leave behind a growing labor void. The Energy Pathways Program, led by the South Bay Center for Counseling, continued to provide these refineries a cost-effective solution to their labor shortage, while providing employment and economic opportunities to low-income youth otherwise confronting significant employment barriers.

Energy Pathways prepares area youth, ages 18-plus, for positions as entry-level Process Technician Operators, earning attractive wages starting at \$24/hour. This past year, 29 program graduates completed their training and 18 graduates were hired by refineries.

The Network's Harbor WorkSource Center also partnered with the South Bay Center for Counseling to connect graduates of the Center's new energy-related Welding Program with opportunities in the energy sector. The WorkSource Center is providing job placement assistance to graduates of the L.A. Unified School District – Harbor Occupational Skills Center's welding program.

- > South Bay oil companies must recruit up to 10 process technicians annually to fill the void left by retiring workers.
- > Entry-level process technicians earn starting wages of \$24/hour.



BP-Arco  
California Water Service  
Conoco Phillips  
Exxon Mobil  
Golden West Water  
Long Beach City College  
Long Beach School for Adults  
Los Angeles Harbor College  
Los Angeles Unified School District – Harbor Occupational Skills Center  
Southern California Edison  
South Bay Center for Counseling  
The BRIDGE  
Western States Utility Worker Apprenticeship Trust  
Valero

# Business Connect: Resources



"I WAS VERY IMPRESSED  
WITH THE CENTER. . . THE  
RECRUITMENT WAS WELL  
ORGANIZED AND I AM  
PLEASED WITH THE  
PROFESSIONALISM SHOWN  
BY PARTICIPANTS."

— GISELE EWELL,  
CHEVRON BUSINESS CONSULTANT

Diverse in population, the cities served by the Network share an equally diverse business landscape. These businesses employ our residents, draw customers and visitors to our neighborhoods, provide vital services and products that enhance our quality of life, as well as fuel our local economies. Over the last year, the Network's Business Services team, in collaboration with our many partners, connected hundreds of businesses to no- and low-cost resources, tools and solutions to support their success.

## Finding the Right People

Our Business Services team and partners continue to work closely with area businesses to fill their staffing requirements with no-cost recruitment and personnel services. Over the past year, we orchestrated 75 highly successful and widely attended recruitment events and job fairs.

Our recruitment staff helped a range of local businesses locate, screen, interview and ramp up dozens of work-ready candidates to meet their staffing needs, quickly and cost-effectively. The Network's online system for matching employees and employers became a lot more powerful and simple to use. Our Virtual Recruiter is at [PacificGatewayWorkforce.com](http://PacificGatewayWorkforce.com).

## Partners Who Make It Happen

California Employment  
Development Department  
  
City of Long Beach Business  
Development Center

City of Long Beach  
Health and Human  
Services Department  
  
City of Torrance Economic  
Development Office

El Camino College  
  
Long Beach Area  
Chamber of Commerce  
  
Long Beach City College

Los Angeles Business  
Assistance Program  
  
Managed Career Solutions  
(MCS)

Orange County  
Business Council  
  
Orange County  
Workforce Investment Board  
  
Small Business Development  
Center Network



## Responding to Businesses at Risk

Our Rapid Response team and partners worked diligently to develop and implement strategies aimed at averting lay-offs and minimizing the impact of downsizing. As a key part of our aversion strategy, our team proactively identified and reached out to area businesses at risk — before closure and lay-offs occurred — introducing them to critical resources. When downsizing proved unavoidable, our Rapid Response team and partners conducted onsite orientations for 22 employers representing 1,223 employees — providing information on re-employment services, unemployment benefits, no- and low-cost health insurance, and more.

## Business Intelligence for Strategic Decisions

The Network supported dozens of area businesses in their strategic decision-making process by providing access to a wealth of labor market information. Organized for easy access online at PacificGatewayWorkforce.com, as well as through our Small Business Development Center, this labor market information covers a broad spectrum of industries and topics including the supply of workers in specific geographic locations as well as average employee compensation and benefits.

## Small Business Resource Guide

Developed by the Network, this Guide includes a comprehensive directory of no- and low-cost agencies, resources, organizations and tools available to businesses throughout our region — all conveniently compiled into one easy-to-use booklet. More than 17,000 Guides have been distributed. The Guide is also available online at PacificGatewayWorkforce.com.

## Supporting Business Dreams

Through partnerships with our cities' economic development offices, the Small Business Development Center Network, and our new partnership with the Los Angeles Business Assistance Program now co-located at the Harbor WorkSource Center, our Business Services team and Career Centers referred a number of businesses to critical sources of financial assistance, including the extended and expanded Long Beach Enterprise zone.

"WITH SEVERAL LOCATIONS IN LONG BEACH, WE'RE INTERESTED IN CANDIDATES WHO LIVE CLOSE BY. WE WANT TO BE A PART OF THE COMMUNITY WE SERVE. HIRING LOCAL YOUTH IS PART OF THAT COMMITMENT."

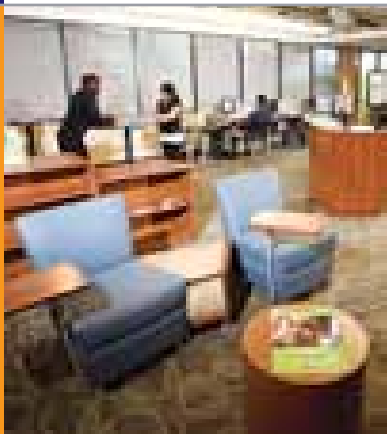
— NATALIA FIGUEROA  
HR RECRUITER  
POLLO CAMPERO

"THANKS TO THE CAREER TRANSITION CENTER STAFF, MY EMPLOYEES WERE ABLE TO TRANSITION TO CLASS A DRIVING POSITIONS. I SEE THE RAPID RESPONSE PROGRAM AS A PREVENTATIVE MEASURE, WITH SERVICES THAT ASSIST IN KEEPING PEOPLE FROM BEING OUT OF WORK."

— JAMES KENWORTHY  
INTERSTATE BRANDS



# Workforce Connect: Youth



Research indicates that youth need work experience and relevant classwork to prepare for entry into the workforce. The Network launched a series of exciting new programs designed to connect our communities' youth to the resources, tools, opportunities and experiences they need to join the workforce as well-prepared, contributing members.



## The New YOC: Youth-Inspired. Youth-Friendly.

The Network's new Youth Opportunity Center (YOC) opened its doors in 2008. Designed with input from students in a high-school interior design program, the new 3,200 square-foot YOC engages young men and women in an interactive, inviting environment reflective of today's generation. The Center makes the connection of education, experience and employment success around the key industries of Southern California—along with up-to-the-minute job listings and access to training programs. The response from our youth customers has been overwhelmingly enthusiastic.

## Partners Who Make It Happen

California State University  
Long Beach — Upward Bound  
CalSOAP  
Cambodian Association  
of America  
Centro C.H.A.  
City of Torrance Community  
Services Department

Conservation Corps  
of Long Beach  
CVS Pharmacies  
Goodwill  
Joint Efforts, Inc.  
Junior Achievement

Long Beach Unified  
School District Regional  
Occupation Program  
Long Beach Unified School  
District — Special Education  
Los Angeles County  
Community & Senior  
Services Department

Los Angeles County  
Department of Children  
& Family Services  
Los Angeles County  
Department of Probation  
Los Angeles Unified  
School District  
City of Long Beach  
Neighborhood Services Bureau

South Bay Center  
for Counseling  
The BRIDGE Program  
Torrance Unified  
School District  
Youth Employment  
Opportunity Program

## Get Educated. Get Experienced. Get Employed.

Last year, the YOC helped more than 5,000 youth access no-cost resources, tools and opportunities to get educated, get experienced and get employed. The YOC connected youth to tutoring, basic math and English skills, GED and diploma completion, and college preparation and application. Hundreds of young job-seekers came to the YOC to attend work-readiness training and workshops, meet with career counselors, build resumes and interview skills, search online job databases and post online resumes, and connect with local employers.

The YOC also stepped up efforts to introduce young men and women to a wider range of careers through Job Shadowing events, interactive career presentations, and youth conferences. But perhaps our most successful youth initiative was our Hire-A-Youth campaign.

### Hire-A-Youth Put 1,000 Youth to Work

A multi-faceted year-round initiative, Hire-A-Youth encourages area businesses to hire, provide internship opportunities, and mentor young men and women who live in their communities. Participating businesses took a proactive role in addressing their own workforce challenges, while equipping youth with valuable experiences, skills and confidence.



Since its inception, Hire-A-Youth has connected thousands of youth to businesses through a myriad of internships, job fairs and employment opportunities. The level of participation, as well as the results, have been tremendous.

- > Nearly 2,000 youth and 65 employer exhibitors attended the 2008 Hire-A-Youth Opportunities and Attic Job Fairs.
- > More than 660 youth received work-readiness training.
- > More than 310 youth gained work experience through the Hire-A-Youth Spring and Summer Jobs Programs.
- > More than 350 youth were placed in industry internships.
- > More than 190 youth received direct job placements.
- > More than 200 youth were placed with our youth providers to receive more intensive personal development services.

**The ultimate testament to Hire-A-Youth's success: more than 1,000 youth have found employment since the campaign's launch.**

"WE SHARE WITH THE NETWORK A COMMON GOAL: TO PREPARE THE YOUTH OF TODAY FOR THE CHALLENGES AND SUCCESSES OF WORKFORCE OPPORTUNITIES."

— SANDY ANNINO  
BUSINESS & COMMUNITY LIAISON  
LONG BEACH JOB CORPS CENTER

OVER THE PAST TWO YEARS, THE NETWORK PROVIDED A TOTAL OF \$1.2 MILLION IN GRANTS TO OUR STRATEGIC NON-PROFIT YOUTH PROVIDER PARTNERS.



"IF YOU ENCOURAGE YOUTH, THEY'LL SUCCEED. GIVE YOUNG PEOPLE A JOB, AND YOU GIVE THEM MORE THAN A PAYCHECK. YOU GIVE THEM DIGNITY."

— JEROME WEYMOUTH, DRIVER TRAINER  
DIVERSIFIED TRANSPORTATION



# Workforce Connect: Adults



The Network is committed to supporting the long-term success of residents and their families — before, during and after they’ve found employment. Through our Career Transition Center, Center for Working Families, Harbor WorkSource Center and Torrance Career Center, the Network provided thousands of adult customers with a myriad of resources, tools and assistance designed to help them achieve economic stability and become self-sufficient contributing members of their communities.



“THE EARNED INCOME TAX CREDIT (EITC) IS ESPECIALLY IMPORTANT FOR LOW-INCOME NEIGHBORHOODS. STUDIES SHOW THAT MOST EITC BENEFITS ARE SPENT LOCALLY. THIS TRANSLATES TO PROFITS FOR LOCAL MERCHANTS, AND AN IMPROVED ABILITY FOR PARENTS TO SUPPORT THEIR SCHOOL-AGE CHILDREN.”

— LONG BEACH 7TH DISTRICT COUNCILMEMBER TONIA REYES-URANGA

## Resources Beyond Employment

The Network referred hundreds of adult customers and their families to a wide range of resources including food stamps, low-cost health insurance, discounted utility services, literacy programs, tax credits, and a range of other programs critical to overcoming barriers to employment and self-sufficiency.

## Financial Stability

Our Center for Working Families and Harbor WorkSource Center offered no-cost money management workshops and one-on-one counseling to help hundreds of low-income families and individuals take advantage of tax credits, file and maximize their tax returns, set up savings accounts and improve their credit ratings. More than 300 small businesses and individuals participated in the WEConnect Fair, co-sponsored by the Network. The fair increased awareness of the Earned Income Tax Credit (EITC), which could allow families earning less than \$50,000 a year to receive up to \$4,700.

## Assisting Veterans

The Network was honored to be one of the sponsors for the “Hire A Hero — Hire A Veteran” Job and Resource Fair in Long Beach, spearheaded by the California Employment Development Department. More than 50 area employers and exhibitors participated in the fair, providing employment opportunities, support resources and onsite workshops to veterans and National Guard reservists returning from active duty.

We were equally privileged to join forces with two partnering workforce entities in the region to connect veterans to high-wage occupational training through the Governor’s Veterans Employment Assistance Program.

## Employing the Disabled

Our Disability Program Navigators focus on enhancing opportunities for disabled residents and job-seekers, providing assistance as they navigate through the myriad of employment barriers. This past year, more than 400 residents with disabilities turned to our Navigators for a wide range of assistance. We also worked closely with local employers to promote disabled-friendly hiring practices.

## Torrance Career Center Prepares to Open

In 2008, the Network and the California Employee Development Department prepared to expand our reach with the opening of the new Torrance Career Center. A portal of employment services to residents in the communities of Torrance and Lomita, the Torrance Career Center will provide a much-needed resource for job-seekers and employers in these communities.

## Harbor WorkSource Center Recognized

In 2007, the Harbor WorkSource Center was one of only two Centers to earn a full four-star rating by the City of Los Angeles' Workforce Investment Board.

## Integrated Service Delivery

As one of 12 One-Stop Systems selected to serve as a California Learning Lab, the Network is participating in the creation of a new workforce development model that integrates the California Employment Development Department and the Workforce Investment Act staff expertise and resources to enhance our delivery of services to all customers. This effort tests various strategies and streamlined services built around the notion that every job-seeker deserves to:

- > Know their skills.
- > Develop and improve their skills.
- > Get the best possible job with their skills.

## Connecting Efforts to Outcomes

The Network provided employment and employment-related assistance to more than ten thousand residents and hundreds of area businesses. Indeed, more than 3,000 adult and youth residents looking to prepare for new or future career paths took advantage of occupational skills, work-readiness and experience, and hands-on job training opportunities offered through the Network's Centers and its cadre of One-Stop Partners.

Funding for all Network programs as well as its service providers' programs is tied to State-mandated performance measures. For those residents receiving formal assistance through the Federal Workforce Investment Act funding, the measures are focused on the numbers of residents getting jobs, keeping jobs, increased wages, and acquiring industry-recognized credentials and skills. The Network's success in achieving and surpassing those mandated performance measures is reflected in the charts below.

Ability First

Broad Spectrum

California Department of Education

California Department of Public Social Services

California Employment Development Department

California State University Long Beach

First 5 LA

Goodwill

Internal Revenue Service

Intuit

Long Beach City College

Long Beach Community Action Partnership

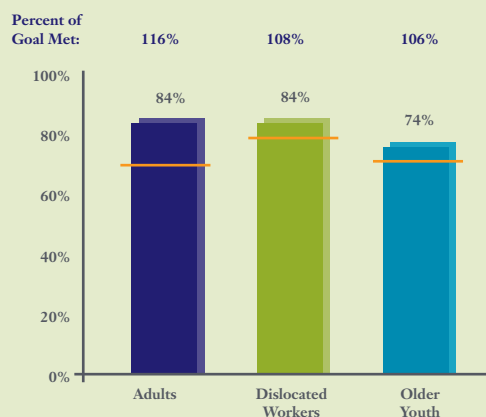
Small Business Development Center Network

UAW-LETC

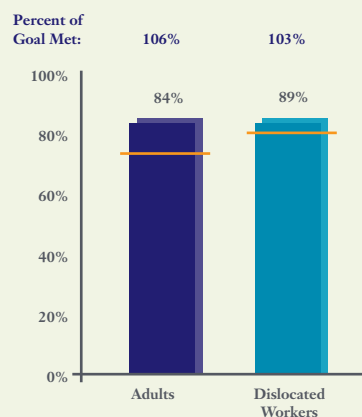
Union Bank of California

U.S. Vets, Inc.

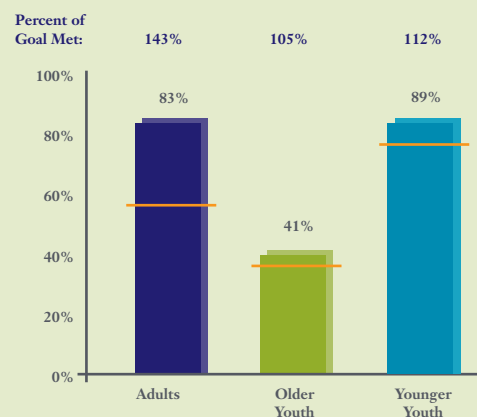
### ENTERED EMPLOYMENT RATE



### EMPLOYMENT RETENTION RATE

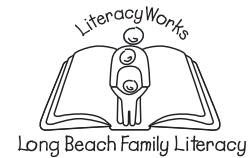


### CREDENTIAL/DIPLOMA & SKILLS ATTAINMENT RATE



STATE APPROVED GOAL

# Literacy Connect: Families



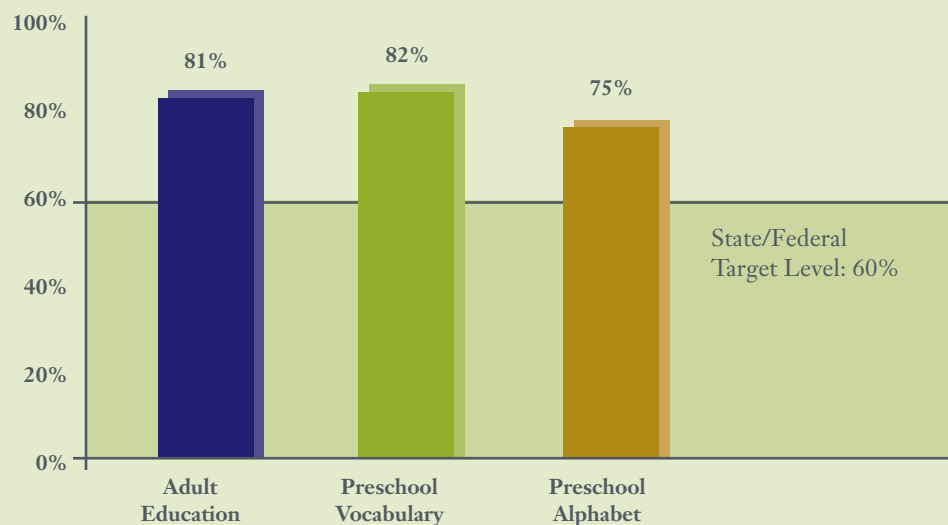
The Network remains dedicated to improving access to educational and employment resources that empower families. One such vital resource is the Long Beach Family Literacy Program, a collaboration between the Long Beach Unified School District and the City of Long Beach and made possible through funding from the California Department of Education, First 5 LA, local corporations, and national foundations.

Our Family Literacy Program plays a critical role in breaking the intergenerational cycle of poverty that so often accompanies low literacy. By providing parents the tools and skills to improve their literacy levels, the program encourages them to improve their reading, writing, math and other academic skills, and, in doing so, the futures of their children.

Research demonstrates the connection between stronger literacy skills and higher academic achievement of children. Findings from our own Family Literacy Program support this connection with positive results. For each year of the program, higher percentages of children transitioning to kindergarten have met or exceeded State and Federal performance expectations for language development and reading readiness.

## LONG BEACH FAMILY LITERACY PROGRAM

Percent of Adult and Child Participants Achieving California Family Literacy Performance Indicators




Source: Long Beach Unified School District, Family Literacy Program

- > 29 ESL adults exceeded the proficiency gain specified for their level. By posttest, beginning level ESL students progressed to the high intermediate level and intermediate students were classified at advanced level.
- > One adult received a high school diploma and three adults earned high school or vocational education credits.

- > 23 preschool children significantly improved their English language skills; the posttest gain was double the Federal and State expectations.
- > Children transitioning to kindergarten identified 20 uppercase letters by posttest, a gain of ten letters.





This past year, our communities saw the powerful and positive impact we have when we connect people to opportunities, businesses to solutions, industry to skilled labor, workforce to economic development and children and parents to literacy. In the year ahead, we anticipate many more collaborations that benefit our customers and communities. We invite you to become a part of the solution to our workforce challenges, and our region's economic health.

Make the connection today.

# Be A Part Of The Connection

Unless otherwise noted, all data utilized in this report are derived from the Labor Market Information Division of the California Employment Development Department, or the Employment and Training Administration or Bureau of Labor Statistics of the U.S. Department of Labor.

**Pacific Gateway**  
WORKFORCE INVESTMENT NETWORK



ADMINISTERED BY



SERVING THE COMMUNITIES OF

Lomita • Long Beach • Signal Hill • Torrance • Harbor City • Harbor Gateway • San Pedro • Wilmington  
562.570.WORK or 800.292.7200 • Fax 562.570.3704 • TTY 562.570.4629 • 3447 Atlantic Ave., Long Beach, CA 90807  
[www.PacificGatewayWorkforce.com](http://www.PacificGatewayWorkforce.com) • [www.HireaYouth.com](http://www.HireaYouth.com)

Equal Opportunity Employer/Program  
Auxiliary aids and services available upon request to individuals with disabilities.

This report was partially funded through  
Workforce Investment Act Grant Funds.

Photo Credits:  
Long Beach Business Journal photos by Thomas McConville.  
Workforce Development photos by Bill Thompson.

